**2016/17**

**Welcome Pacific Coast Swimming Parents to Swim-A-Thon 2017**

On behalf of the board and coaching staff we are excited to announce our Swim-A-Thon campaign for this year.

Our club once again will be fundraising using Swim Canada’s online fundraising program. This allows us to raise money quickly and easily all from just a few clicks from our computers.

All of us will now be able to reach out to family, colleagues, friends, and utilize the tools of social networks in Canada and throughout the world to increase our “Swim-A-Thon” dollars raised this year. In fact, if you have ever participated in a national charity event you will know that raising valuable funds for special causes is made easier through tools like RaiseAThon.

Our club this year has a goal to raise $25,000 and we will put this money towards purchasing new equipment for all facilities that we run our programs through as well as towards keeping our monthly fees down. With your help, we know we can achieve our goal.

Our Swim-A-Thon will involve all swimmers and it will be held the week of April 19th-23rd at UVic McKinnon pool. Please see the reverse of this document for your swimmer/s’ specific date.

We encourage the parents to go online and assist your swimmer with the registration. Realize again this year, the family affidavit is part of the online swimmer registration. We are also starting the fundraising campaign this year on February 1st with a kickoff challenge which gives your swimmer 4 total months to raise funds for the club.

Swimming Canada has rules around eligibility for receipts. Under no circumstance is a Parent/Legal Guardian or Parent’s company eligible for a charitable tax receipt.

Please go to our club link at [**www.bcswimathon.ca/pcs**](http://www.bcswimathon.ca/pcs) and register your swimmer and start spreading the word to family, friends, business colleagues, social contacts and those that support the sport of swimming in our community, province and Canada.

Your fundraising goal is to be a minimum of $100.

Please show your support, help us provide the best resources, coaching and programs that we can by helping to raise these valuable dollars that will support our swimming program.

Any trouble shooting please refer to the FAQ on your handout.

If you have any questions please contact your Swim-A-Thon coordinator, Meghan Nishi, at mnishi@pacificcoastswimming.co

Otherwise please contact RaiseAThon at swimmingcanada@raiseathon.ca if you have any technical problems.

**GOOD LUCK!**

**Swim-A-Thon Dates by Group:**

**April 19th 3:45-6pm C Group**

**April 22rd 7:30-10am B National Group**

**April 22th 6:45-9am D Groups**

**April 23rd 6:30-9am B National Development and B Provincial Groups**

**April 23th 8:45-11am Lightning Fast Groups and Stroke and Fitness**

**Incentives:**

**\*February 1st-February 7th Highest fundraiser during this kickoff period earns a $50 TAS Gift Card**

**\*Raise $500 or be the top fundraiser in your group over $100 and earn a limited edition red PCS team shirt**

**\*Spring Break Challenge- Highest fundraiser between the dates of March 18th-April 2nd earns a $50 TAS gift card**

**\*Individual Incentives**

**$100= $10 Earned on PCS Account**

**$300= $50 Earned on PCS Account**

**$500= $100 Earned on PCS Account**

**Top Fundraiser Overall wins a PCS Parka or equivalent value ($200) on PCS Account**